



# Northeastern IPM Center Partnership Grant Impacts



[www.northeastipm.org](http://www.northeastipm.org)

## IPM Is for Everyone: Enhancing the Impact of Virtual IPM Education (2022–2023)

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**Author:** David Lane – Cornell University

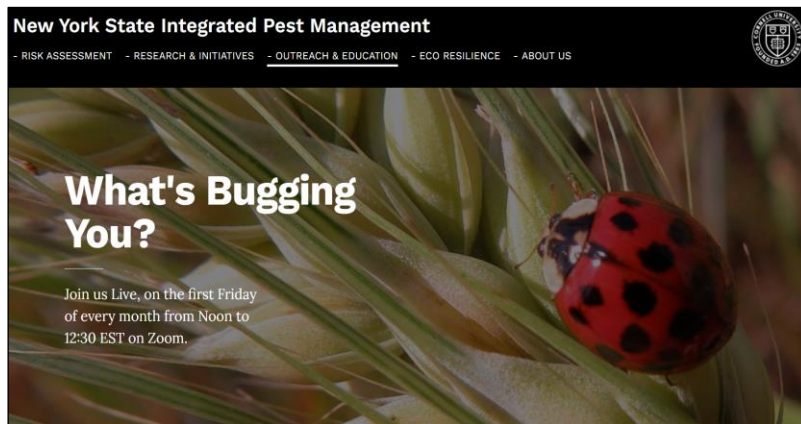
### THE NEED



- The need for the project “IPM Is for Everyone: Enhancing the Reach and Impact of a Virtual IPM Education Series,” funded as an IPM Communication Grant, is underscored by several key factors:
- **Limited Access During COVID-19:** The COVID-19 pandemic disrupted traditional methods of accessing integrated pest management (IPM) information. In-person educational events became difficult to conduct, limiting the dissemination of crucial pest management guidance.
- **Continued Relevance of IPM:** Despite the challenges posed by the pandemic, the demand for insights into managing pests while minimizing health, environmental, and economic risks remained substantial. The public and professionals alike sought practical IPM knowledge.
- **Expanding Audience:** Recognizing the importance of broadening the scope of IPM education, the project aimed to reach and diversify its audience. The goal was to include a more extensive range of participants and allies from the Northeast region.
- **Documentation and Guidance:** The project identified the necessity to document the adoption of IPM practices and create a comprehensive guide. This guide would serve as a valuable resource for educators looking to develop and deliver accessible, public-facing virtual IPM education series in the future.

## Practical Solutions to Pest Problems

There is an increasing need for virtual IPM education that provides practical solutions to pest problems. From “What’s Bugging You?” webpage: New York State IPM, Cornell University.

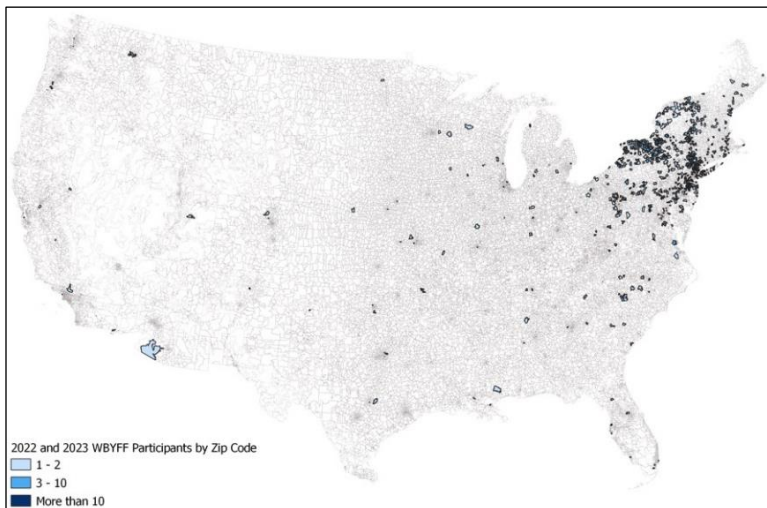


“What’s Bugging You?” is a public-facing virtual IPM education series. The goal of this project was to expand and diversify similar public-facing virtual IPM education platforms. Webpage: New York State IPM, Cornell University



## IMPACTS

- **People Reached:** Over 5,121 individuals reached through live and recorded sessions.
- **Positive Behavior Change:** 54.8% of respondents implemented IPM practices based on their learning.
- **Knowledge Gains:** 92.5% of respondents learned something new during sessions.
- **Audience Satisfaction:** 89.7% of respondents expressed a willingness to recommend the program to others.
- **Expanded Audience:** The project expanded its audience reach, with a diverse group of participants representing multiple zip codes and ethnicities.
- **Improved Speaker Diversity:** Efforts led to the inclusion of speakers from outside New York, enhancing diversity and expertise in IPM presentations.
- **Spanish-Language Outreach:** Successful implementation of Spanish-language events broadened accessibility to the Hispanic community.
- **Strengthened Connections:** Enhanced connections between the public, scientists, extension systems, and IPM resources.
- **Guidance for Future Educators:** The “Quick Guide to Developing and Delivering an Accessible Virtual Public Outreach Program” provides a valuable resource for educators looking to create their own successful virtual outreach series.



United States heat map of registrations by Zip Code for March 2022 to March 2023 for “What’s Bugging You? First Friday Events.”

Map: Matt Frye

### Quick Guide to Developing and Delivering an Accessible Virtual Public Outreach Program

Virtual programming is a useful technique to reach public audiences with timely information from the comfort of their home or office. But not all attendees access information in the same way. This guide is intended to help you develop a virtual program or series that addresses the accessibility needs of most attendees and presenters.

#### Planning the Event/Series:

- Select an appropriate time of day when your audience is likely available and willing to attend a virtual live event. **Our Choice:** 12pm in our time zone
- Choose an appropriate duration for the event, keeping in mind that adult attention spans are less than 20 minutes. **Our Choice:** 30 minutes
- Choose a registration platform that suits the needs of your attendees and you. Some platforms allow participants to register for multiple events using one form, while others require participants to sign up for each event individually. **Our choice:** We used Qualtrics for a one-time registration to all events, but our presentation platform (Zoom) also provides a registration feature.
- Choose a **presentation platform** that is easy to use and available to your audience, ideally without creating an account or downloading an application. Our choice: we use Zoom.
  - Decide if you will use a single link for all meetings or unique links for each event. Single links are easier to manage for you and attendees, but a single link can be shared in ways that prevent you from collecting important registration information. We use a single link for each calendar year of events to capture registration information, but never state it's the same link. Prior to each event, we send a reminder with the connection details for users to click a URL and attend the event.
  - Understand your control options and settings for participants. For security purposes, you may choose to prevent participants from screen sharing, changing their name, and unmuting. Make sure you have a plan in case of an unwanted, disruptive intrusion during the meeting by a participant. This should include knowing how to quickly remove a problematic attendee or stop screen sharing, just in case.

#### Before the Event:

- As part of the registration process, ask attendees if they have accessibility needs and be prepared to provide them. This may include a request for simultaneous translation to different languages or access to a sign language interpreter.
- Be prepared to provide live Closed Captions, which is helpful for hearing impaired attendees, people watching from quiet locations, or someone whose first language is different from the language in which the presentation is given. If the entire presentation is offered in a language other than English, you can change the Closed Caption language in Zoom, Teams and other platforms, to several languages.
- Send event reminders to people who registered, including the event name, time of day, time zone, and duration. Send a reminder at least the day before the event, and further out if desired. Details sent at the time of registration are often lost. In correspondence, it's best to use hyperlinks, not pasted URLs for people using screen readers.

The “Quick Guide to Developing and Delivering an Accessible Virtual Public Outreach Program” is a valuable resource for educators. Guide: Matt Frye and Amara Dunn

## WEBSITES

[cals.cornell.edu/new-york-state-integrated-pest-management/outreach-education/events/whats-bugging-you-webinars](https://cals.cornell.edu/new-york-state-integrated-pest-management/outreach-education/events/whats-bugging-you-webinars)  
[cals.cornell.edu/new-york-state-integrated-pest-management/outreach-education/events/whats-bugging-you-webinars/conozca-su-plaga](https://cals.cornell.edu/new-york-state-integrated-pest-management/outreach-education/events/whats-bugging-you-webinars/conozca-su-plaga)  
[www.youtube.com/playlist?list=PLoNb8IODb49vxST4KsMXMRkboc9H-2yPv](https://www.youtube.com/playlist?list=PLoNb8IODb49vxST4KsMXMRkboc9H-2yPv)